

2019 PTAA Budget Memo- Vendor Partners

(All amounts listed are anticipated expenses and are calculated at the Member Rate)

Annual Dues

Vendor Partner: \$475 (+ 1x App Fee \$50 for new members \$525)

Annual Sponsorship Program

Diamond: \$6975 (Quarterly Billing/ One available - **sold**)
Platinum: \$2650 (Quarterly billing available)
Gold: \$1125 (Quarterly billing available)

EDUCATION/ SEMINARS

SEMINARS

	ANTICIPATED MONTH	ATTEND	SPONSOR
CPO	Jan-Sept, Nov	\$130	100
Executive Management Seminar	Jan	\$79	100 sold
Notary Class	Feb 21	\$109	100
CFC Certification	March, May & June	\$139	100
Maintenance Soft Skills TBD	March	\$79	100
Eviction & Collection Law	April 9	\$79	300* sold
Leasing Boot Camp	April 18	\$109	100
Life Lessons Series	May 8	\$40	350*
Fair Housing & Beyond	May 10 & Oct 17	\$89	100
Legal Seminar	September 18	\$149	500* sold
Winston-Salem Roundtable	TBD	free	100
Mold Remediation	November	\$79	100

BENEFITS

- Pricing dependant on seminar type
- **Breakfast Sponsorship only** (*except Life Lessons & Legal Seminar)
 - You provide the breakfast
 - A flier or giveaway, for each attendee
 - Logo signage at food table
 - Talk about your product to class for 5 minutes

CREDENTIAL PROGRAM

PROGRAM	MONTH	PRICE	FREQUENCY
CAS	Sept 2019	\$509	4 weeks

CAS (Certified Apartment Supplier) class is offered in conjunction with CAM

NEW in 2019! Lunch, Learn...Lease!

6 available - Sponsor lunch (\$39/per attendee), speak to class for 5 minutes, provide fliers, logo on lunch table 1/23, 2/14 (**sold**) 4/23, 6/11, 9/24, 11/21

DIGITAL ADVERTISING

Website Banner ads:

\$100/per month*Best Value!

Also includes monthly analytics!

Career Center: \$125/per listing for one month

Community Insider eNewsletter: \$100/per run

Additional listings online: \$75 for 2 categories

Contact Stephanie for more information

NEW in 2019!

Semi-Monthly Digital Newsletter: Not A Complex

Ad placement: \$100/per run

Social Media Sponsored Content

Feel Good Friday: \$30: includes sponsored post, one mention each in email and Not A Complex - for business brags

Wednesday Wisdom: \$20: includes sponsored post, one mention each in email and Not A Complex - for industry tips & advice




































Member Spotlight: \$110/\$130/\$150 (tiered pricing): Sponsored video content across social media featuring your business, including reposts throughout the year and link in Not A Complex

MEMBER EVENTS & SPONSORSHIPS

EVENT

EVENT	ANTICIPATED MONTH	PRICE TO ATTEND	SPONSOR
Dinner Meeting: 2019 Kickoff!	January 24	\$45	\$500 sold
Let's Get Trivial	February 7	\$20	\$300
Diamond Awards	March 21	\$65	\$200-\$500
Reverse Trade Show	April 17	\$275-\$500	--
Maintenance Appreciation	April	free-sponsors only	\$250 (8 available)
Leasing Appreciation	May 17	\$30	\$50 - \$300
Baseball Games (Second Harvest)	July	\$12	\$300
Golf	September	\$125, foursome \$375	\$150-\$975
Trade Show	October 22	\$425 (price for reg. booth)	\$50-\$250 plus booth reservation
Breakfast Meeting- 2020 Forecast	November 14	\$40	\$500
After Work Networking, GSO	June 13/Dec 10	Free	\$250

2019 Annual Sponsorship Program

		ONLY ONE AVAILABLE Sold!!		
		DIAMOND \$6975	PLATINUM \$2650	GOLD \$1125
Education Center named after your company for 1 year includes mention whenever room is promoted [ie: The (your company name) Education Center] name above door (inside and out) & more.				
Logo on Board of Directors agenda and minutes				
Stand along pop up banner at every event and full time in Edu Center				
BIG IMPRESSION Choose one	<input type="checkbox"/> Member Event Sponsorship- Microphone time, Distribute marketing materials, have company name/logo on promotional materials, 1 ticket to event (Limited availability) (DOES NOT APPLY TO: Trade Show, Diamond Awards, Golf, Exec Dinner, Rev Trade Show)			
	<input type="checkbox"/> 30 day ad/link on PTAA Homepage			
EVENT Choose one	<input type="checkbox"/> 10 x 10 Booth at Trade Show			
	<input type="checkbox"/> Foursome for Golf			
	<input type="checkbox"/> Table for 10 at Diamond Awards			
ADVERTISING /MARKETING Choose one	<input type="checkbox"/> Enhanced listing online in Membership Directory			
	<input type="checkbox"/> 4x run ad in Community Insider			
ROOM RENTAL Choose one	<input type="checkbox"/> Two days rental of Board Room (Seats 12)			
	<input type="checkbox"/> One day rental of Education Center (Seats 60)			
SPONSOR PERK Choose one	<input type="checkbox"/> Personalized Magnetic Sponsor Name Badges	4	3	2
	<input type="checkbox"/> (1) Small crystal award indicating "2019" Sponsor Level"			
Quarterly Billing available				
Priority Trade Show Booth Location Selection				
Credential Class Breakfast Sponsorship				
Logo on rotation on TV Screen in PTAA lobby				
Extra categories in online Vendor Directory		6	6	2
Highlight in Diamond Awards visual presentation				
new!	Social/Digital Marketing: Sponsored video content advertising your business on 3+ social media channels, repeated 1-3 times throughout the year. Video length and content vary by sponsorship level. Also includes one ad run in Not A Complex semi-monthly digital newsletter.			
	Listing as Annual Sponsor: Enhanced text listing in online Membership Directory, Display Board with logo in Education Center, dinner meeting pre-event slideshow, logo on pop up banner at all events.	Logo	Logo	Logo/Text

To become a sponsor, please contact Stephanie Beeman at stephanie@piedmonttaa.org or 336-294-4428.

SUMMARY OF EVENT/CLASS SPONSORSHIPS

All sponsorships are secured on first come, first served basis. Please contact PTAA to check availability!

CREDENTIAL CLASSES

BENEFITS & PRICING

BREAKFAST SPONSORSHIP \$10/ PERSON

- A flyer or giveaway, for each attendee
- Your banner hanging up for half the day
- Talk about your product to class for 5 minutes
- A list of attendees and their contact information

- and of course, breakfast! We take care of ordering, you just show up!

LUNCH SPONSORSHIP \$15/ PERSON

- Same as breakfast but with lunch food
- lunch sponsors invited to eat with the group!

CAPS Breakfast may be unavailable, Platinum Sponsors get first pick.

CAPS (Certified Apartment Portfolio Supervisor)

Approx # of Attendees: <10

Audience: Regional Managers

- 1/10/19 **bfast sold**
- 1/17/19
- 1/24/19
- 1/31/19

NALP (National Apartment Leasing Professional)

Approx # of Attendees: +/- 10

Audience: Leasing Consultants

- 2/28/19
- 3/7/19
- 3/14/19
- 3/20/19
- 3/28/19

CAM Breakfast may be unavailable, Platinum Sponsors get first pick.

CAM (Certified Apartment Manager)

Approx# of Attendees: +/- 15

Audience: Property Managers

- 9/5/19 **bfast sold**
- 9/12/19
- 9/19/19
- 9/26/19
- 10/3/19
- 10/10/19

CAMT (Certificate for Apt. Maintenance Techs)

Approx # of Attendees: +/- 8

Audience: Maint Supervisors/Techs

- 10/1-10/2 2019
- 10/8-10/9 2019
- 10/15-10/16 2019
- 10/24/2019
- 10/29-10/30 2019

CALL FOR AVAILABILITY!

SEMINARS

BENEFITS

- Pricing dependant on seminar type
- Breakfast Sponsorship only (*except Life Lessons & Legal Seminar)
 - A flyer or giveaway, for each attendee
 - Your banner hanging up for half the day
- Talk about your product to class for 5 minutes
- You provide breakfast for class in addition to pricing below

CPO	Jan-Sept, Nov	100	Eviction and Collection Law	April 9	300* sold
Executive Management	Jan	100 sold	Life Lessons Series	May 8	350*
Notary	Feb 21	100	Fair Housing & Beyond	May 10, Oct 17	100
CFC Certification	Mar, May, Jun	100	Legal Seminar	Sept 18	500* sold
Maintenance Soft Skills TBD	March	100	Winston-Salem Roundtable	TBD	100
Leasing Boot Camp	April 18	100	Mold Remediation	November	100

NEW in 2019! Lunch, Learn...Lease! 6 available - Sponsor lunch (\$39/per attendee), speak to class for 5 minutes, provide fliers, logo on lunch table: 1/23, 2/14 (**sold**), 4/23, 6/11, 9/24, 11/21

ANNUAL REFRESHMENT SPONSOR: SNACKS, COFFEE, DRINKS **SOLD**

BENEFITS & PRICING

Sponsor snacks, coffee, soda and water for every seminar, designation, and class including when companies rent our education center, semi- annual AANC Board Meetings, PTAA Board of Directors meetings, committees. \$2090.

- Your logo on sign with snacks
- your logo on paper coffee cup
- your logo on water cooler
- logo signage outside refrigerator

JANUARY DINNER MEETING KICKOFF! JANUARY 24, 2019 **SOLD**

Location: Embassy Suites

Event Sponsorship-1 available. \$500 includes:

- Company name/logo on stanchion on table
- Logo on power point slide in pre-dinner presentation
- Logo on website registration page
- 1 ticket to event
- Introduce our keynote speaker

LET'S GET TRIVIAL: FEBRUARY 7, 2019

Location TBD

Event Sponsorship- 2 available \$300 includes:

- Logo on marketing
- logo on tent cards at event
- bring marketing for tables at event
- each sponsor allowed 2 mins mic time to welcome everyone
- logo on website registration page and email marketing

DIAMOND AWARDS: MARCH 21, 2019

BENEFITS & PRICING

Community of the Year- 5 available, \$500 (+1 ticket)

Professionals of the Year- 8 available, \$400 (+1 ticket)

Benefits Include:

- full page ad (specs 4 5/8w x 6 1/4h) in the program
- Ticket(s) to event
- present the award/ photo w/winner
- your company's name on trophy
- Logo on power point, program, etc.

Supporting Sponsor - 2 available - \$300, full-page ad in the evening's program and 1 ticket

Contributing Sponsor -2 available - \$175, half-page ad and 1 ticket

Beverage Sponsor- 2 available- \$500 each. Pop-up Banner, logo on napkins

Community of the Year- 5 available, \$400

- Student Community of the Year
- Turnaround Community of the Year
- Affordable Community of the Year
- Community of the Year (2 tiers available)
- **Dynamic Team of the Year**

Professionals of the Year- 10 available, \$400

- Rookie of the Year, Leasing

- Rookie of the Year, Maintenance
- Leasing Professional of the Year
- Maintenance Technician of the Year
- Assistant Manager of the Year
- Bobby Proctor Maintenance Supervisor/Year
- Cynthia Apple Managers of the Year
- Regional Manager of the Year
- Corporate Professional of the Year

MAINTENANCE APPRECIATION: APRIL, 2019

BENEFITS & PRICING / 8 available at \$250 each

- Only sponsoring vendors attend
- 3 simultaneous cookout events at properties in Burlington, Greensboro, and Winston-Salem
- Logo on tent cards at venue
- Logo on registration page of website
- Opportunity to distribute swag/ marketing materials
- Event is still in development - stay tuned!

REVERSE TRADE SHOW: APRIL 17 ANTICIPATED (RESERVATIONS TAKEN DURING 2-DAY WINDOW & RANDOMIZED)

Reverse Trade Show: Participating Property Management Members will staff their booths with 2-4 decision makers (Property Managers, Regional Managers, Maintenance Supervisors, etc). Vendor Members will rotate around the booths for structured 5 minute interviews. Think of it as speed dating! There will be an equal playing field for all Vendor Partners, no sponsorships or preferences available.

*Vendor Partners Cost: \$275 each-\$500 for 2
Maximum Vendors: 20 (allowed two reps per events)
This event is FREE for Regionals/Managers*

*Intended Audience: Regional Managers/Community Managers/
Maintenance Directors/ Marketing Directors*

LEASING APPRECIATION & GIFT CARD PALLOZA MAY 14, 2019

Location: TBD

BENEFITS & PRICING

Event Sponsor 2 available, \$300 each (still being developed)

Includes:

- Logo on tent cards at venue
- logo on registration page
- 1 ticket to event
- & more

Supporting Sponsor \$50 each, 20 max (ticket to event not included)

Includes:

- gift card to be given out for the Leasing Appreciation Gift Card Palooza (purchased by PTAA staff)
- Present gift card to drawing winner
- Company name listed on website

FOOD DRIVE SPONSORS (ALUMINUM SPONSORS): JULY 2019

BENEFITS & PRICING / 5 available at \$300 each

- Logo on banner at stadium entrance before both games
- 4 tickets to either game
- Beverage sponsor at game (Grasshoppers only)
- Recognized on all press releases Logo on Food Drive page on PTAA website
- Logo on all communications to PTAA membership leading up to the baseball games
- knowing you're helping the community!

EXECUTIVE DINNER: AUGUST 2019 (RESERVATIONS TAKEN BY "LOTTERY", DATE TBD)

The PTAA Products and Services Council (PSC) has designed this networking event to serve as an opportunity for sponsoring Vendor Partners to get to know the Regionals and Owners in a social setting, and as such, there will be no sales presentations or pitches permitted during the evening. Our goal is to keep a low Vendor to Owner ratio in order to maximize the value for all of those in attendance.

*Vendor Partners Cost: \$275 (1) or \$500 (2)
Maximum Vendors: 50 (2 reps max per company)*

*This event is FREE for Owners/Regionals
Intended Audience: Owners/Regional Managers*

GOLF: SEPTEMBER 25, 2019 (ANTICIPATED)

BENEFITS & PRICING

- **Event Sponsors** – 2 available- \$975- (Holes 1 or 10) logo tee marker, beverage station, 4 golfers, largest logo on event ads (banner, logo on PTAA giveaway), lunch, + \$25 gift card for raffle
- **Gold Sponsors** - 4 available - \$650 - (Holes 3, 6, 14, 17) logo tee marker, beverage station, 2 golfers, 2nd largest logos on event ads, lunch + \$25 gift card for raffle
- **Silver Sponsor** - 4 available- \$375 - (Holes 4, 8, 12, 18) logo tee marker, driving/putting award, golf for 1, logo in ads, lunch
- **Hole Sponsors**- 8 available- \$250 - (Holes 2, 5, 7, 9, 11, 13, 15 or 16)
- logo tee marker, listing in major pre- and post-event ads, lunch
- **Breakfast** (\$250) 2 available- logo in ads, table top logo
- **Lunch** (\$400) 2 available- logo in ads, table top logo display with food, mic time, lunch
- **Putting Green Sponsor** - 1 available \$150 - logo marker
- **Driving Range Sponsor** - 1 available \$150 - logo marker
- **Registration Table Sponsor**- 1 available \$300- banner at registration, help register players, 1 golfer, lunch
- All sponsorship levels provide first right of refusal for the same sponsorship in 2020

Sponsor a team or play!

- Golfer foursome: \$375
- Golfer Individual: \$125
- Sponsors can add onto additional for \$99

TRADE SHOW: OCTOBER 22, 2019 (ANTICIPATED)

Booths available in **June annually**. Space will first be leased to Diamond Sponsor, then Platinum Sponsors and Gold, by asking for 1st, 2nd, 3rd choice, then the 2019 PTAA Products and Services Council by random draw.

Space will then be open to the general Vendor Partner membership and is leased on a first come, first serve basis.

Only PTAA members are allowed to exhibit in PTAA Trade Show. Non exhibiting Vendor Partners **MAY NOT ATTEND**. Booths start at \$425, early bird pricing is \$400.

NETWORKING EVENTS

BENEFITS & PRICING

PTAA's After Work Networking is a great way for members to network in a relaxed atmosphere. Four events will be scheduled. There is no cost to attend and with appetizers provided, the only cost for members is individually purchased drinks and food.

- Ability to welcome/greet attendees
- Provide company signage & promotional materials
- We provide signage with logo on multiple tables
- \$25 gift card provided to award raffle drawing winner
- Recognition at event and advertising, logo on event registration page on PTAA website and recognition in email and social media marketing

Sponsor Investment: \$250
Networking Dates: 6/13/19 12/10/19 other TBD